GOVERNMENT OF INDIA
TEXTILES
LOK SABHA

UNSTARRED QUESTION NO:3977
ANSWERED ON:21.04.2008
HANDLOOM MARK SCHEME
Jagannath Dr. M.

Will the Minister of TEXTILES be pleased to state:

(a) whether the Government has launched Handloom Mark Scheme;

(b) if so, the details and features thereof;

(c) whether some problems have arisen in the enforcement of the same;

(d) if so, the details thereof alongwith the steps taken by the Government to overcome the above problems and to popularise the scheme among the general public; and

(e) the financial assistance provided to weavers for marketing and selling their products?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF TEXTILES (SHRI E.V.K.S. ELANGOVAN)

(a): Yes, Sir. The Handloom Mark was launched by Dr. Manmohan Singh, Hon`ble Prime Minister of India on 28.06.2006.

(b): The Office of the Development Commissioner for Handlooms, Government of India introduced the 'Handloom Mark' which will serve as a guarantee for the buyer that the product being purchased is genuinely hand woven and not of powerloom or mill made origin. In that sense, Handloom Mark will provide a distinct identity to the handloom products and help in popularizing the hand woven products in India and abroad. Handloom Mark will not only help in enhancing the sales of handloom products but also in providing better remuneration to the weavers.Textiles Committee is the implementing agency for Handloom Mark. Weavers, master weavers, handloom cooperatives and corporations, handloom retailers and handloom exporters are the stakeholders of the Scheme and can avail of its benefits. The Handloom Mark Logo is in two forms. One for domestic use with the word 'Handloom' written below the logo and the other for exports with the same logo but the word 'hand woven in India' written below it. Textiles Committee issues Handloom Mark labels, priced at 60 paise per label, to the stakeholders. The scheme covers all handloom fabrics and products made thereof. Handloom Mark label is being affixed on each handloom fabric, made-up item or handwoven garment. The scheme is voluntary and operational throughout the country.

Achievements : Till 31st March, 2008, a total of 76,54,686 Handloom Mark labels have been sold; 3545 stakeholders have been registered and more than 500 retail shops all over the country are selling handwoven products bearing Handloom Mark.

(c) & (d): No problems have arisen in the enforcement of Handloom Mark. To popularize the Scheme amongst the weavers as well as the general public, 29 handloom cluster level seminars, 3 State level seminars/ training programmes have been organised and advertisements in regional language newspapers have been released across the country for popularizing the Scheme amongst the stakeholders. In addition, advertisements have been released in magazines in English, Hindi and vernacular languages across the country to popularise the Handloom Mark amongst consumers. Further, participation in national and international events like Milan Fashion Week, Wills Lifestyle Fashion Week, Heimtextil Frankfurt, India@60 celebration in New York etc. was organised to popularise Handloom Mark amongst consumers, importers and exporters etc.

(e): No financial assistance is being provided under Handloom Mark to stakeholders. However, the one-time registration for weavers and master weavers is only Rs. 100 and 500 respectively. Further, the Handloom Mark label has been priced at only 60 paise per label.